AMENDMENTS TO THE CLAIMS

Listing of Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) An interactive television system having user television equipment on which an interactive television application is at least partially implemented to ~~allow~~ provide parental control of television programming ~~viewing of users~~ that is available for viewing by users without purchasing, said user television equipment, being configured to:

support multiple user accounts using the interactive television application, wherein each of the user accounts has an associated personal identification code;

set parental control criteria for each of the user accounts using the interactive television application;

block the television programming that matches at least one of the parental control criteria;

allow a user to view the blocked television programming by entering a personal identification code associated with one of the user accounts that has parental

control criteria that permits viewing of the blocked
television programming;

    track the blocked television programming
that has been viewed based on the personal identification
code that was entered to view the television programming;
and

    display a log of blocked television
programming that has been viewed without purchasing,
wherein the log includes information on the multiple user
accounts that are associated with the personal
identification codes that were entered to view the blocked
television programming and wherein the information on the
multiple user accounts further includes account names that
correspond to the personal identification codes that were
entered to view the blocked television programming.

    2. (Previously Presented) The system defined in
claim 1 wherein at least one of the user accounts has been
designated as a parent account and at least one of the user
accounts is designated as a child account.

    3. (Original) The system defined in claim 2
wherein the parent account is without restrictions on
television programming viewing.

4. (Previously Presented) The system defined in claim 2 wherein the user television equipment is further configured to temporarily bypass blocking of television programming on entry of the personal identification code for the parent account.

5. (Original) The system defined in claim 1 wherein advertisements are targeted based on which personal identification code was most recently entered.

6 and 7. (Cancelled)

8. (Original) The system defined in claim 1 wherein the interactive television application is an interactive television program guide application.

9. (Currently Amended) A method for use in an interactive television system having user television equipment on which an interactive television application is at least partially implemented to ~~allow~~ provide parental control of television programming ~~viewing of users~~ that is available for viewing by users without purchasing, comprising:

using the interactive television application
to support multiple user accounts, wherein each of the user
accounts has an associated personal identification code;

setting parental control criteria for each
of the user accounts;

blocking the television programming that
match at least one of the parental control criteria;

allowing a user to view the blocked
television programming by entering a personal
identification code associated with one of the user
accounts that has parental control criteria that permits
viewing of the blocked television programming;

tracking the blocked television programming
that has been viewed based on the personal identification
code that was entered to view the television programming;
and

displaying a log of blocked television
programming that has been viewed without purchasing,
wherein the log includes information on the multiple user
accounts that are associated with the personal
identification codes that were entered to view the blocked
television programming and wherein the information on the
multiple user accounts further includes account names that

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correspond to the personal identification codes that were entered to view the blocked television programming.

10. (Previously Presented) The method defined in claim 9 further comprising:

designating at least one of the user accounts as a parent account; and

designating at least one of the user accounts as a child account.

11. (Original) The method defined in claim 10 wherein the parent account is without restrictions on television programming viewing.

12. (Previously Presented) The method defined in claim 10 further comprising temporarily bypassing the blocking of television programming on entry of the personal identification code for the parent account.

13. (Original) The method defined in claim 9 further comprising targeting advertisements based on which personal identification code was most recently entered.

14 and 15. (Cancelled)

16. (Original) The method defined in claim 9 wherein the interactive television application is an interactive television program guide application.

17-32. (Cancelled)

33. (Currently Amended) An interactive television system having user television equipment on which an interactive television application is at least partially implemented to ~~allow~~ provide parental control of television programming ~~viewing of users~~ that is available for viewing by users without purchasing, comprising:

      means for using the interactive television application to support multiple user accounts, wherein each of the user accounts has an associated personal identification code;

      means for setting parental control criteria for each of the user accounts;

      means for blocking the television programming that match at least one of the parental control criteria;

      means for allowing a user to view the blocked television programming by entering a personal

identification code associated with one of the user accounts that has parental control criteria that permits viewing of the blocked television programming;

means for tracking the blocked television programming that has been viewed based on the personal identification code that was entered to view the television programming; and

means for displaying a log of blocked television programming that has been viewed without purchasing, wherein the log includes information on the multiple user accounts that are associated with the personal identification codes that were entered to view the blocked television programming and wherein the information on the multiple user accounts further includes account names that correspond to the personal identification codes that were entered to view the blocked television programming.

34. (Previously Presented) The system defined in claim 33 further comprising:

means for designating at least one of the user accounts as a parent account; and

means for designating at least one of the user accounts as a child account.

35. (Previously Presented) The system defined in claim 34 wherein the parent account is without restrictions on television programming viewing.

36. (Previously Presented) The system defined in claim 34 further comprising means for temporarily bypassing the blocking of television programming on entry of the personal identification code for the parent account.

37. (Previously Presented) The system defined in claim 33 further comprising means for targeting advertisements based on which personal identification code was most recently entered.

38. (Previously Presented) The system defined in claim 33 wherein the interactive television application is an interactive television program guide application.

39. (Currently Amended) Machine-readable media for use in an interactive television system having user television equipment on which an interactive television application is at least partially implemented to provide parental control of television programming that is

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available for viewing by users without purchasing, wherein
the machine-readable media is encoded with machine-readable
instructions thereon for:

using the interactive television application
to support multiple user accounts, wherein each of the user
accounts has an associated personal identification code;

setting parental control criteria for each
of the user accounts;

blocking the television programming that
match at least one of the parental control criteria;

allowing a user to view the blocked
television programming by entering a personal
identification code associated with one of the user
accounts that has parental control criteria that permits
viewing of the blocked television programming;

tracking the blocked television programming
that has been viewed based on the personal identification
code that was entered to view the television programming;
and

displaying a log of blocked television
programming that has been viewed without purchasing,
wherein the log includes information on the multiple user
accounts that are associated with the personal
identification codes that were entered to view the blocked

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television programming <u>and wherein the information on the</u> <u>multiple user accounts further includes account names that</u> <u>correspond to the personal identification codes that were</u> <u>entered to view the blocked television programming</u>.

40. (Previously Presented) The machine-readable media defined in claim 39 is further encoded with machine-readable instructions thereon for:

designating at least one of the user accounts as a parent account; and

designating at least one of the user accounts as a child account.

41. (Previously Presented) The machine-readable media defined in claim 40 wherein the parent account is without restrictions on television programming viewing.

42. (Previously Presented) The machine-readable media defined in claim 10 is further encoded with machine-readable instructions thereon for temporarily bypassing the blocking of television programming on entry of the personal identification code for the parent account.

43. (Previously Presented) The machine-readable media defined in claim 39 is further encoded with machine-readable instructions thereon for targeting advertisements based on which personal identification code was most recently entered.

44. (Previously Presented) The machine-readable media defined in claim 39 wherein the interactive television application is an interactive television program guide application.